

## ABSTRACT

[00141] A method to control advertising messages directed at a user is provided. Such control might include setting a filter to control advertisements directed at a user.

Advertisements are sent to a user based on the filter settings. The user may accept the advertisements. If the user accepts the advertisements, the user is provided with a reward. In addition, a method using a quiz to determine if a user is human or an automated respondent is provided. The user is presented with a quiz. The user is advised of the acceptable manner for responding to the quiz. The user's response to the quiz is received. A determination based on the user's response as to whether the user is a human or an automated respondent is made.